

KNXV



ORDER

Flight Dates 08/06/12-08/12/12

Contract / Revision 303359 /

Original Date / Revision 07/06/12 07/06/12

Advertiser/Fake / Republican / US Sen

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Sales Office EWSDC  
Sales Region NAT  
Agency Ref

Priority  
Advertiser Ref

Order Sep 00:20:00  
Estimate # 806812  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL  
Product Codes PL  
CAND

Dave Lombardo  
Tanya Winscott  
100%  
%

Account Executive Start Date End Date

Primary Account Executive  
Dave Lombardo

Order Share %  
Market Value  
Competing Station % of Order  
Amount

CABLE  
KASW  
KDRX  
KPHO  
KPNX  
KPPX  
KSAZ  
KTVK  
KTVW  
KUSK  
KUTP  
UNKNWN  
100%  
%

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	46	\$22,036.25	\$25,925.00	0.00	07/30/12	08/12/12	46	\$22,036.25	\$25,925.00
Totals	46	\$22,036.25	\$25,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
Totals															

Start Date End Date Weekdays  
Week: 08/06/12 08/12/12 11111--  
Spot Ch Date Range Description  
5 KNXV 08/06/12-08/12/12 M-F 430pm-5pm  
See MG 1.6  
[Special Program: Cardinal Preseason is scheduled to air on 8/10. (Taylor 6/28)]  
6 KNXV 08/06/12-08/09/12 M-F 430pm-5pm

Spots/Week Rate Rating  
5 \$225.00 0.00  
Start/End Time  
430pm-5pm  
Weekdays Length Rate Rtg Type  
MTWThF--- :30 (\$225.00) 0.00 NM  
----- :30 \$225.00 0.00 NM  
MTWTh--- :30 \$225.00 0.00 NM

KNXV



**KNXV-TV**  
**PHOENIX**

Contract / Revision 303359

Flight Dates 08/06/12-08/12/12

Original Date / Revision 07/06/12 / 07/06/12

Order Sep 00:20:00

Hiatus Dates

Estimate # 806812

Advertiser Flake / Republican / US Ser Product Flake For Senate

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
Jeopardy Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 5 Rate \$225.00 Rating 0.00 Description Ch Date Range 08/12/12 Spot MG for 1.5 08/10															
E 2	KNXV	08/11/12	08/11/12	Sa 5pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
Sa 5p-530pm News Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 1 Rate \$100.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															
3	KNXV	08/12/12	08/12/12	SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
SU 430pm-5pm Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 1 Rate \$100.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															
4	KNXV	08/06/12	08/10/12	M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
M-F 7-9am Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 10 Rate \$150.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															
5	KNXV	08/07/12	08/09/12	M-F 5pm-530pm	CM	5pm-530pm	-1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
M-F 5pm-530pm Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 2 Rate \$450.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															
E 6	KNXV	08/06/12	08/10/12	M-F 5pm-530pm	CM	5pm-530pm	1-11---	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
M-F 5pm-530pm Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 3 Rate \$450.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															
E 7	KNXV	08/06/12	08/10/12	ABC World News	M-F CM	5:30pm-6:30pm	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
ABC World News M-F Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 3 Rate \$450.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															
8	KNXV	08/06/12	08/08/12	M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
M-F 6pm-630pm Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 2 Rate \$450.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															
9	KNXV	08/06/12	08/10/12	M-F 10-1035pm	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
10pm News Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 5 Rate \$600.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															
10	KNXV	08/11/12	08/11/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
10pm News Start Date 08/06/12 End Date 08/12/12 Week: 08/06/12 08/12/12 Spots/Week 1 Rate \$250.00 Rating 0.00 Description Ch Date Range 08/12/12-08/12/12 Sa 5pm News See MG 2.2 [N/A. There is no 5PM News on Saturdays] 2 KNXV 08/11/12-08/11/12 Sa 6pm News Spot MG for 2.1 08/11															

Totals

# KNXV-TV PHOENIX



Contract / Revision 303359 Flight Dates 08/06/12-08/12/12  
 Original Date / Revision 07/06/12 / 07/06/12  
 Advertiser Flake / Republican / US Sen Product Flake For Senate Estimate # 806812

Order Sep 00:20:00  
 Hiatus Dates

Totals Amount Spots Rate Pri Rtg Type Spots

10pm News														
Week: 08/06/12	08/12/12	-----S-	Spots/Week	1	\$250.00	Rating	0.00							
Start Date	End Date	Weekdays												
11 KNXV	08/12/12	08/12/12	SU 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$600.00	Rating	0.00							
Week: 08/06/12	08/12/12	-----S												
10pm News														
E 12 KNXV	08/06/12	08/10/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	5	\$500.00	Rating	0.00							
Week: 08/06/12	08/12/12	11111--												
Description	5 KNXV 08/06/12-08/12/12 M-F 630pm-7pm													
Spot	Ch	Date Range												
Week: 08/06/12	08/12/12	11111--												
Start Date	End Date	Weekdays	Spots/Week	5	\$500.00	Rating	0.00							
Week: 08/06/12	08/12/12	11111--												
6 KNXV	08/06/12-08/09/12	M-F 630pm-7pm												
[Special Program. Cardinal Preseason is scheduled to air on 8/10. ](aylor 6/28)														
630pm-7pm														
MTWTh----- :30 \$500.00 0.00 NM														
13 KNXV 08/11/12 08/11/12 SA 630pm-7pm														
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$250.00	Rating	0.00							
Week: 08/06/12	08/12/12	-----S-												
SA 630pm-7pm														
14 KNXV	08/06/12	08/06/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$1,000.00	Rating	0.00							
Week: 08/06/12	08/12/12	M-----												
Monday Prime C														
15 KNXV	08/08/12	08/08/12	Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$1,000.00	Rating	0.00							
Week: 08/06/12	08/12/12	M-----												
Wednesday Prime C														
16 KNXV	08/09/12	08/09/12	Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$1,000.00	Rating	0.00							
Week: 08/06/12	08/12/12	--W----												
Thursday Prime A														
17 KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$2,000.00	Rating	0.00							
Week: 08/06/12	08/12/12	---T---												
Thursday Prime B														
E 17 KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$1,500.00	Rating	0.00							
Week: 08/06/12	08/12/12	---T---												
Thursday Prime B														
18 KNXV	08/10/12	08/10/12	Friday Prime C	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$1,500.00	Rating	0.00							
Week: 08/06/12	08/12/12	----F--												
Friday Prime C														
19 KNXV	08/12/12	08/12/12	Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$1,500.00	Rating	0.00							
Week: 08/06/12	08/12/12	-----S												
Sunday Prime B														
N 20 KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Week: 08/06/12 08/12/12														
Start Date	End Date	Weekdays	Spots/Week	1	\$1,500.00	Rating	0.00							
Week: 08/06/12	08/12/12	---S												
Thursday Prime B														
MG for Lns 17														

KNXV



**KNXV-TV**  
**PHOENIX**

Contract / Revision 303359

Flight Dates 08/06/12-08/12/12

Hiatus Dates

Original Date / Revision 07/06/12 / 07/06/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Sen

Product Flake For Senate

Estimate # 806812

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N20	KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
MG for Ln3 17															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 08/06/12	08/12/12	---T---	1	\$5,000.00	0.00								
Totals															
														46	\$25,925.00

\*Tax 1 Note: Tax 0.5%.

\*Tax 1 Note: Tax 0.5%.